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It is always important to check your website log regularly to track where visitors are coming from and the search terms they are using to find your site. More importantly you should be aware of your websiteâ€™s current ranking on Search engines e.g. Google. There are tools like Google toolbar or Alexa that helps you to check your website ranking against a keyword.

Content is king, so be sure to have useful, well-written and unique content that will focus on top keywords or keyword phrase. Be sure to have a unique, keyword focused Title tag on every page of the site.

Regular content update can help improve your websiteâ€™s ranking. Add new, useful content to site pages on regular basis. Content freshness adds relevancy to any site in the eyes of the search engines. If content of a site does not change often, please consider having a blog section because search spiders like fresh text. Blog at least three times a week with good and unique content to feed those little crawlers.

Other absolute tip is about Java script drop down menus, image maps or image links, be sure to put text links somewhere on the page for the spiders to follow. Use keywords and keyword phrases appropriately in text links, image ALT attributes and even the domain name.

If content is king, then links are queen. Build a network of quality back links using shortlisted keyword phrase as the link. Remember, if there is no good, logical reason for that site to link then it should not be linked. Links to site and within a site should use shortlisted keyword phrase. In other words, if your target is â€œblue widgetsâ€• then link to â€œblue widgetsâ€• instead of a â€œClick hereâ€•

Flash and dynamic graphic work shares a common problem of non-recognizition by search engines. It is either all or nothing. Do not use Frames and Flash while designing a page. However, from SEO point of view, AJAX can be a better alternative to it. The URL file extension does not matter, it may be .html, .htm, .asp, .php, etc. and it will not make a difference as far as SEO of a site is concerned.

When building links, think about quality, not quantity. One good, authoritative link can do a lot more than a dozen poor quality links and can actually hurt the site image.

Sitemap is another one and is an important part of SEO process. Build a good sitemap for your website; it helps visitors reach to a particular page web page with only few clicks. Moreover, search engine crawler will easily search a site with good structured sitemap.

These are some of the tips to help rank your website higher up in search engine results.

Stay tuned for more updates and tips!

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